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# CIA's New Chief A Determined Pro

By Marquis Childs

THOSE WHO occupy the seats of the mighty in this Capital are more often than not showy figures expanding like tropical flowers in the public glow. They measure their success by clocking the time they get on national television.

Just named to fill one of these seats is a man who falls completely outside the pattern. It is doubtful if one American in a thousand could identify Richard M. Helms, who will be director of the Central Intelligence Agency. And, if he has ever appeared on television, it has been by the sheerest inadvertence.

Even more remarkable in this hot-house atmosphere is that this is the way he intends it to be. As a pro in the intelligence business himself, Mr. Helms has every intention of making the agency a professional operation. The dilemma of secrecy for a vastly expanded intelligence operation, serving a democracy in which the very word secrecy inspires the itch to break it down, is his to resolve.

Although it was not known at the time, the White House on a previous occasion seriously considered putting Mr. Helms in the position to which he has now been named. The argument was that, since the CIA is a professional outfit, it should be headed by a pro with a long background in the business.

Instead, the President named a retired Admiral, William F. Raborn Jr. Raborn was a highly successful organizer and administrator in putting through the Polaris submarine program. But, with no background in intelligence, he proved an unhappy choice as commanding officer on the bridge of the phantom ship of state which the CIA represents. For six months or more, Mr. Helms has been directing operations and Admiral Raborn's presence has been less and less felt.

THE POWER of the CIA is a fact of contemporary life. It is embodied in the huge white structure completed five years ago at Langley, Va., across the Potomac and occupied by at least 5000 of CIA's employees. Perhaps another 10,000 or 15,000—the totals are secret—operate in every corner of the world.

Part of Mr. Helms' task is to apply discipline and restraint to an organization that many critics feel is overgrown and overly eager. The CIA's moving into its great white headquarters was, in the view of these same critics, a grave error, in that it advertised an agency that by its very nature should have abjured advertising.

Although he directed CIA's covert, or black, operations, Mr. Helms fits none of the stereotypes of the spy thriller and the innumerable spy films of recent years. Slender, soft-spoken, modest in demeanor, married for 20 years and the father of one son, he is not even a distant relative of James Bond.

His sparse official record released by the White House when he was appointed is also modest. Educated partly in Europe, at a German high school and a famous boys school in Switzerland, he speaks French and German fluently. Graduated from Williams College, he was elected to Phi Beta Kappa in his junior year. He worked in Europe for two years for an American news service and from 1937 to 1942 as national advertising manager for the Indianapolis Times.

Mr. Helms, who is 53, got his grounding in intelligence in the wartime Office of Strategic Services, where he served as a Navy lieutenant (jg). From then on, his career has been curtailed by secrecy. He is said to have had a lot to do with the U2 spy planes, which were extraordinarily successful in prying into the Communist preserve until a U2 was shot down over Sverdlovsk in 1960. That put an end to the summit conference with the Soviet Union.

TODAY—and this is part of the challenge confronting Mr. Helms—spying, along with almost everything else, is being transformed by revolutionary new technology. The Samos satellite replaced the U2 and, as it courses through outer space, it sends back for analysis by CIA technicians photographs as detailed as those taken from the plane at 60,000 feet.

The new director also is confronted by the bad press the CIA has had. Books and magazine articles have assailed and ridiculed the agency. The best known of the books, *The Invisible Government*, fired the wrath of the CIA with the accusation that at times it has exposed the "cover" of agents whose usefulness was thereby ended.

What irks Mr. Helms and his associates is that these attacks fail to point out that the CIA is a counter to the far greater and more powerful intelligence operations of Communist Russia and China. That is the Helms concept—a professional agency operating without publicity in a tough professional sphere.

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